

Summer Solstice Fest 2009

downtownblacksburg.com

Blacksburg, Virginia
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Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

Summer Solstice

"The Summer Solstice Fest is a community celebration and features a 5K run to benefit the Leukemia and Lymphoma Society; a cooking contest to benefit the winner's church or favorite charity; and local non-profits are invited to operate concessions, in order to raise money for their own charitable purposes. Festival goers can expect to enjoy belly dancing, swing dancing, a drum circle, a fun filled dog parade and costume contest and live music performed by popular local bands; or just relax in the tiki bar and beer garden. In this way, Blacksburg's festival not only celebrates the Summer Solstice but spreads the warmth of community association!"



Green Statement: We went green "to further our efforts in creating a sustainable community and to expand upon on Cool Cities Campaign. In partnership with the Town of Blacksburg, the Downtown Merchants of Blacksburg (a non-profit group) are offering permanent downtown collection sites for CFL's, batteries and printer cartridges. We are committed to becoming Greener!"

CORE ACTIVITIES for Green Events

☑ This symbol indicates a required activity for Virginia Green Events. Participants self-certify that these activities are in place and they provide additional specifics on other activities.

☑ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Glass bottles, aluminum cans, plastic bottles, paper, cardboard
- Compost food and other compostable items
- Recycle bike parts and tires through one of our member merchants
- Collection points for CFL's, batteries and printer cartridges are located throughout our membership

☑ **Styrofoam elimination.** Events should eliminate the use of Styrofoam cups and plates. If disposables are used, these products that bio-based, made from recycled content, recyclable, and/or compostable. The organizers of this event pledge that:

- Disposable containers are recyclable
- Disposable cutlery is recyclable

- Require vendors to use recyclable materials for their food and materials packaging at events

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible! The organizers of this event pledge that they:

- Use electronic registration, correspondence and forms instead of paper
- Print brochures and other printed items on recycled content paper and double-sided
- Reduce the amount of printed materials through use of websites, word-of-mouth, Facebook pages and on-line newspaper advertising

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

- Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting
- Downtown Blacksburg partners with the Town of Blacksburg and the Sustainable Blacksburg Group for the Cool Cities Campaign.
- Downtown location is within walking and biking distance for the community and is on the town bus route.
- Provide condiments in bulk
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Single stream recycling and food composting will be available at the event

☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all "green activities" practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our event's webpage highlighting all of our green activities
- Use the Virginia Green logo on signs and on recycling containers
- Large reusable signage will be displayed throughout the festival to raise awareness of what we are doing and how to participate.
- Event will consist of a sustainable parade consisting of dogs, walkers and bikes.
- Will have an informational display of the Town recycling program, home composting and rain barrels.
- Will use sand which forms the beach part of the event to regrade a local parking lot and a local horse pasture after the event.



For more information on **Summer Solstice Fest 2009**, see www.downtownblacksburg.com or contact **Laureen Blakemore** at events@downtownblacksburg.com or 540-230-8022.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen. Click on "Events" for a more of green events.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

